

일상사물을 매개로 하는 새로운 커뮤니케이션 방식 제안에 대한 연구

A Development of New Communication Style Mediated by Everyday Things

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Abstract

Currently, there are varieties of communication media options, such as E-mail, Voice mail, Instant Message, SMS and Computer discussion group. These genres keep expanding with the integration of computers and wireless technologies and even more it allows people to communicate at different time without travelling distances. However, it is mostly impossible the one communication media satisfies the same task demands under different situations. And online communication media can not reach the actual purpose of traditional communication in keeping the interpersonal relationship and richness of communication by sharing time and physical space. Therefore, we researched and examined on the current state of appropriateness communication style in different given situation as affected by requirement and its characteristics. With the result in research and survey, we suggested new communication style mediated by everyday thing through the case study.

1. Introduction

Computers are with us everywhere and we are aware of their increasing significance for our lives. Moreover, with the network technology such as an internet, it changed the way people work, learn, play and communicate with others. With online communication, people meet and communicate through virtual space which provides privacy and it does not require physical presence. People can communicate anywhere there is a computer and telephone line. With all convenience fact using online communication media, keeps the most of effort on developing communication media, but less for the offline communication. Therefore from understanding what kind of factors can have such effects on usage of our communication, and how the different characteristics of communication media might change the attitude and the behaviour in our communication through the scenario based survey, we found out there still exists needs on using offline communication. First of all, we must examine the characteristics of each communication media and the appropriateness of communication media use in situation required.

2. Background

The context of media usage refers to the situation requirements regarding how much and what kind of message, for what purpose, with whom, with which limitations a potential user may use a particular medium.

In this paper, we aim to describe the current use, and provide the result in there are still needs and using offline communication media in situation required. To this end, we placed a case study of designing new communication style mediated by physical object in offline situation. This approach may result in a viable

understanding of how the communication media effects on attitude and the behaviour in our communication.

3. Experiment

From the literature review and the focused group interview, we suggested four possible independent variables (social relationship(R), liability(L), distance(D), urgency(U)) that might make effects on the appropriateness of on/offline communication. The method used in this paper was similar to that used by Caldwell et. al.

No	Description of the situation	R	L	D	U
1	내일 출반 예정인 친구와의 여동생 관련된 미팅을 찾아 학교로 오는 길에 미팅과 여권 모두를 보실래요. 서로의 친구에게 이 사건을 알리고 필요한 서류들을 다시 준비해야 한다. 그런데 친구는 지금 집에서 여권 값을 찾고 있는 중이다.	=	+	+	+
2	다음 학기에 신청한 경영정보시스템 수업에 필요한 기초 지식을 이번 겨울 방학에 공부해보려고 한다. 친구는 이미 이번 학기에 이 과목을 수강했다. 기초지에 있는 친구에게 어떤 학기에 쓰였던 강의 자료와 수업 방식에 대해 물어 보아야겠다.	=	+	+	-
3	지난 주말 밖에 주차하다. 주차 인출 때 길에 가려고 하는데, 이번엔 아무래도 가려고 갈 길이 꽤 있을 것 같다. 당일 연구실에 있는 친구가 우리 길 근처에 산다. 차를 가지고 있는데, 집에 갈 때 같이 가라고 부탁해보아야겠다.	=	+	-	-
4	매일 전 위층 연구실에 있는 친구에게서 미리 화정할 하드 드라이브를 사용하던 중 저장된 파일들을 모두가 (or 파일들 중 일부)를 갑작스레 삭제되었다. 친구는 지금 위층 연구실에 있는데 어떻게든 이 상황을 이야기 해야 한다.	=	+	-	+
5	강정동과 과목의 관계는 이번 학기 성적이 좋거나 평점이 되는 것으로 2월 1주가 되어 결정되려 한다. 내일까지 과제를 제출해야 하지만 과목과 관련된 할 일과 과목 관련 일을 나누어 정해야 한다. 근데 조급 상태에 다른 친구에게서 내 과제나 과목과 관련된 일을 나누어 정해야 한다. 근데 조급 상태에 다른 친구에게서 내 과제나 과목과 관련된 일을 나누어 정해야 한다.	=	-	+	+
6	컴퓨터 반대편에 있는 시스템공학들 연구실에 고등학교 때부터 가까이 지낸 친구가 있다. 현명한 친구와 연락이 없었다. 손 치려고 있는데 공금해서 무슨 일을 했는지 아무도 물어 보려고 한다.	=	-	+	-
7	오늘 전 기숙사 사감으로부터 연락을 받았다. 내가 쓰는 방에 누웠는데 안에 있는 것이 발견되는 소장이었다. 지금 급히 가야 할 것 같다. 당일 연구실에 있을 동안이에게도 알려야 한다.	=	-	-	+
8	친구가 예전부터 늘 관심을 갖고 부탁했던 도사에 관한 정보와 책을 주변 친구에게 물어 달라고 부탁했다. 친구는 관심을 좀 살필 상태에 있는 친구에게 알려주고 싶다.	=	-	-	-
9	친구와 같은 직업을 하고 싶어하는 것에 그 중 한 명이 사소한 사비에 많이 학교 및 직장 사에 왔다. 보호자가 필요하면 친구의 부모님들은 비싸게 받고 계시는 지금 고집을 계속 할 것인지 고민한다. 친한 후 친구와 올해 1년을 어떻게 보내는 것이 좋을지에 대해 화에 계신 것도 교수님께 상담을 부탁하려고 한다.	≠	+	+	+
10	학교 교수님으로부터 평가지도 못했던 학교 중위를 받았다. 관심을 기울여 주고 싶지만 학교 교수님에 대한 감사가 표현과 전할 수밖에 없는 서류들과 다른 것까지 어떻게 대해 해주어야 할까?	≠	+	+	-
11	1년 후면 졸업한다. 취업은 아직 아니지만, 실무와 관련된 전하는 공부를 해서 공부를 계속 할 것인지 고민한다. 졸업 후 친구와 올해 1년을 어떻게 보내는 것이 좋을지에 대해 화에 계신 것도 교수님께 상담을 부탁하려고 한다.	≠	+	-	-
12	내일까지 마감인 타 대학교 대학원 과정에 지원하려고 하는데, 학교 교수님의 추천서가 급히 필요하다. 위층 연구실에 있는 교수님께 부탁하려고 한다.	≠	+	-	+
13	친구와 같은 직업을 하고 싶어하는 것에 그 중 한 명이 사소한 사비에 많이 학교 및 직장 사에 왔다. 보호자가 필요하면 친구의 부모님들은 비싸게 받고 계시는 지금 고집을 계속 할 것인지 고민한다. 친한 후 친구와 올해 1년을 어떻게 보내는 것이 좋을지에 대해 화에 계신 것도 교수님께 상담을 부탁하려고 한다.	≠	-	+	+
14	졸업식을 앞두고 학과 친구들이 사모회를 마련하려고 하는데, 한달 후를 즈음해서 시간을 정하려고 한다. 어느 날짜와 시간에 교수님들의 참석이 가능한지 여쭙고 싶어한다.	≠	-	+	-
15	마케팅이론 담당 교수님으로부터 이번 중간고사가 원래 동모던 날짜보다 5일이나 앞당겨져서 이틀 전에 치러질 것이라는 연락을 받았다. 그런데 대부분의 학생들은 계획한 날짜의 시험 시간이 이미 정해져 있다고 한다. 이 사실을 사모의 이해관계에 계획한 마케팅 담당 교수님께 이야기해야 한다.	≠	-	-	+
16	새해를 맞이해서 아래층 연구실에 계신 학교 교수님께 새해 인사를 전하려고 한다.	≠	-	-	-

Table 1. situation and relative requirements. '=':high level, '-' :low level. For the Social Relationship(R) the level indicates '=':with friends, '≠':with professor(senior), Liability(L) '+' :high, '-' :low, Distance(D) '+' :long-distance, '-' :short-distance, and Urgency(U) '+' :urgent, '-' :normal.

1) Material

Four possible variables that are able to explain on/off line communication method use, social relationship, liability, distance, and urgency were chosen. The total 16 scenarios (see Table 1) were constructed by the combinations of the high and low levels on these four dimensions. Using 5-point Likert-type scales(-2~+2 from not very appropriate to very appropriate), participants reported the appropriateness of each communication media (Phone call, SMS, Face-to-Face, and Letter without stamp) in each situation respectively. The

sequence of 16 situations was randomly designed, and the sequence of each communication medium was also counterbalanced.

The experimental design was a 2⁴ fully factorial within-subjects design with 67 replicates (sample size n=67). In all the combination of independent variables, the appropriateness of each communication media in a continuous scale was dependent variables.

Participants were told that this was an experiment examining the use of communication media in a different situation, as the questionnaire was distributed. It was also explained that all communication style could be equally applicable in each situation. Participants then rated items by placing a mark on a line, when they read each situation in the questionnaire.

2) Results

As the result of mean rating in overall without concerning situation variables shown below Phone-call (3.97(SD=0.53)) and Face-to-Face (3.99(SD=0.92)) has significantly high preference use. Following the object

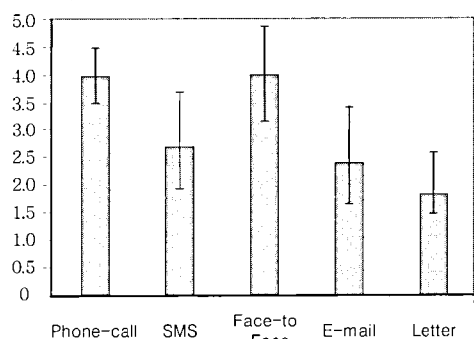


Figure 1. Overall Mean rating without concerning in situation variables.

of the experiment, Phone-call can stands as online communication and Face-to-Face communication for offline communication. Focusing on observation of these two communication media shows the comparison of appropriateness of use and the interaction between the on and offline communication.

Figure 2 depicts the main effects of communication media from all the combinations into the four independent variables. Each graph in Figure 2 gives the mean rating scales for the five style of communication in each independent variable.

A repeated measures analysis of variance was carried out on these data to assess the effect of the four independent variables. Firstly, there were significant

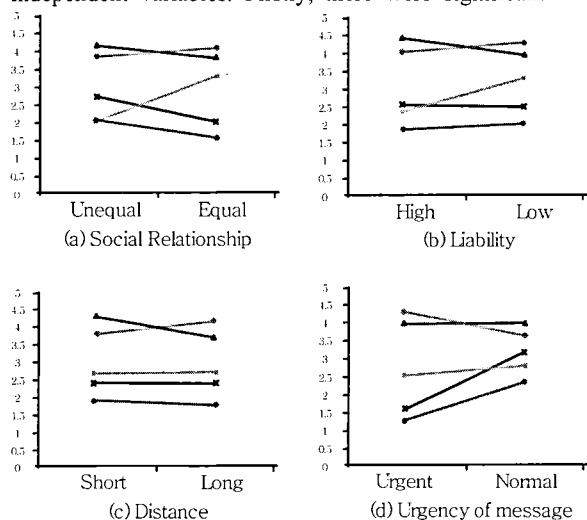


Figure 2. Mean ratings for each independent variable, for the five different communication media in the two levels (high and low). A rating of 5 indicates the participant believes the communication media is very useful. Phone-call(⊙-⊙), SMS(□-□), Face-to-Face(▲-▲),

E-mail(×-×) and Letter(○-○).

main effects of the three independent variables on face-to-face communication, that is social relationship ($F(1,66) = 48.3, p=.00$), liability ($F(1,66) = 13.58, p=.00$), and distance ($F(1,66) = 83.01, p=.00$).

For the phone-call which has trade-off relation with face-to-face communication in all four variance, there were significant main effects of the three independent variables. That is social relationship ($F(1,66) = 4.23, p=.04$), distance ($F(1,66) = 49.39, p=.00$), and urgency of the message ($F(1,66) = 25.98, p=.00$).

3) Conclusion and Discussion

In contrast to offline communication, the online communication media has been brought up the convenience use with collapsing time and space by people enabling people to quickly communicate over the vast distance. According to the results of this experiment, it can prove. Phone-call and Face-to-Face communication which stands for each on and offline communication media trade off in four independent variables. At the same time, we found the needs of the offline communication still exists to satisfy the situation requirement, like as social relationship with responder is not equal, short distance or indicators' liability is high. These findings are faced two major issues to develop new offline communication media mediated by everyday thing. First, offline communication interaction might not be affected by urgency of the message, but it may be very appropriate to use in the situation at where the responder is on higher social status, as higher liability as the indicator has, and especially short distance between the indicator and responder. Second, current state of the appropriateness of communication use, people prefer the one with synchronous and intuitive.

4. Case Study

The spread for computers caused a shift in our activities; away from real, physical objects in the environment as the sources of information toward interacting with only computer monitors as the interfaces. Especially this factor comes with communication issue, it can cause the loss of intuitive interaction, interpersonal human relationship and richness of communication. And we found how people behave and prefer.

In this case study, according to the facts and the result from the experiment, we developed a new offline communication style called 'Answering Door.'

Simply, it is a voice recording on the door for visitors, when the host is not present. Idea of using the affordance(knocking, turning, open and close) of the usual door which provides the clue for the operation with new function- answering system, it gives easy and fun to use.

Place the Answering Door in open condition area, we observed people how they react, behave and interact with. For the result from the user observation, and examine the acceptability, we found out the relationship between existing objects and added function, and how it effects interaction. Also, for placing Answering Door in open area, it shows how well the new communication media is used.

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